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### **Indianola Rebrands**

*Mayor Shaw Presents New Marketing Elements to Community*

**INDIANOLA, Iowa** — Jan. 5, 2015 — Mayor Kelly B. Shaw introduced a new logo, website and four community videos during Indianola's City Council meeting Monday night. All elements will combine to impact the city's new direction in terms of marketing itself as open for business among commercial, residential and business prospects.

"Growing Indianola is important to all of us as city leaders," said Mayor Shaw. "With a new branding effort combined with marketing and public relations efforts, we're better suited to aggressively seek opportunities for our community while serving the citizens of Indianola," Shaw said. "These are exciting times."

### **Logo**

The new logo, which combines school colors of both Simpson College and Indianola Community Schools, represents a bold and modern new direction for the community. It's simplicity yet uniqueness differentiates Indianola, Iowa, from all others across the country. The new design has particular appeal to a younger audience.

"I love it," said Garret Youker, co-owner of Studio Fusco in Indianola. "I think it's very cool, it gives Indianola a fresh new look that sets us apart."

On Pitch, a marketing consulting firm, created the city's new logo. "We are extremely pleased with the work and the end result as created by the staff at On Pitch," said Mayor Shaw. "It is an excellent representation of our community and our new direction."

### **Website**

With plans to be live by Saturday, Jan. 10 the new Indianola website puts communication with the city at the fingertips of users by computer or mobile device. The easily navigable site brings news, information, access and easy to use modules for citizens to ask questions, submit ideas or suggest improvements they'd like for the community. CivicPlus is the business partner the city chose for the web redesign and is one of the nation's leading providers of government websites. Indianola officials plan to use the website to increase community engagement and enhance communication between residents and local government.

"The new website and its responsive design will bring us back to a top level in the ever evolving digital world," said Kurt Ripperger, public information and technology manager for Indianola. "Visitors to the site will hopefully find it easier to use and much more visually appealing."

### **Videos**

Four new videos will be available on the city website that provide a snapshot of life in Indianola via a city overview, educational excellence, quality of life and economic development. The videos, produced by CGI, are designed to give those living outside Indianola a preview of the community and its lifestyle. "With appearances by several local citizens and Indianola footage captured last fall, the videos showcase the best of what we offer residents or businesses looking to relocate to our community," said Mayor Shaw.

All of the new branding elements can be experienced beginning Saturday, Jan. 10 at [www.indianolaiowa.gov](http://www.indianolaiowa.gov).

### **About Indianola**

A 15-minute drive to Des Moines, Indianola has a population of nearly 15,000 and is home to Simpson College, a private four-year liberal arts college, the National Balloon Classic, Bike Night and the Des Moines Metro Opera. *U.S. News and World Report* ranks Indianola High School among the "Best High Schools in America" based on state assessments and college readiness.

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